

Department of the Interior  
Greening Webinar for Small Businesses  
November 17, 2010

Mark Oliver: Good afternoon, my name is Mark Oliver. I'm calling from Washington D.C. into this webinar today from the U.S. Department of the Interior Small Business Program. I am the director of Small Business Program. We welcome you to our small business webinar, Greening Your Small Business.

Today we're going to have a host who will guide us through the greening about small business across the board. Hopefully, you'll be able to gain some information from this and implement it into your small business productivity in marketing your services and products to the federal government. We have a number of projects that we would like you to be engaged in, but we're pushing the efforts of small business greening across the board.

There are a number of issues that we will address today. Moreover, if you have questions after the webinar, you're more than welcome to call the Small Business Office here in Washington D.C. That number is 1-877-375-9927. Our local number here in Washington D.C. is (202)208-3493. Again, we thank you and I will bring forth our presenter today, Brian. Brian, would you join me?

Brian Heath: Hi, Mark. I'm Brian Heath. Thank you for inviting me here today to talk about greening. I'm a

procurement analyst with the Department of the Interior, specifically the Office of Acquisition and Property Management. I've been involved in procurement for about a 20-year period of time. Some people say 20 years of experience, I say 20 years of experiences of all different types and that can really be something. Mark, I didn't know if you wanted to -- were you looking to add anything else before I just start it off?

Mark Oliver: No [cross-talking]

Brian Heath: Great. Two ways we could approach this today, talking about making your business green-er. That is, what you're actually doing in the offices there or at your warehouses but also what could we do from a green standpoint so that the products and services that you offer to the federal government can help you get contracts. That's what I'd really like to focus on today. What is the federal government trying to pursue in regards to greening and how can you take part in that and provide services and products to the federal government?

Now, I am with the Department of the Interior, but what I'm going to share with you today are techniques and sources that would apply no matter where you're doing business with the federal government as a whole. So one thing to keep in mind is the world of greening is constantly changing. As I just brought up, I've been involved in procurement for 20-plus years. I

never did, to my knowledge, a green procurement after quite a few of those years I've been writing policy for the federal government. But greening's been around since 1976, quite a long time.

What I'd like to take you to is our next slide. That's a gorgeous scene and a lot of times when people think of the Department of the Interior, they think of the National Park Service. That's a view from one of our national parks. Well, up in that right-hand corner, there's a statement and it's basically what our mission statement is here at the Department of the Interior. I'm just going to take a second: The U.S. Department of the Interior protects America's natural resources and heritage; it honors our cultures and tribal communities, and supplies the energy to power our future.

Quite a few times when people read that for the first time, they go, I thought you were just national park or they'll get us really confused and say, well, I thought you were Smokey the Bear. Well, that's actually the Forest Service and the Forest Service is part of the Department of Agriculture not part of the Department of the Interior.

But as that statement starts off, it talks about our natural resources and heritage. That includes groups like the National Park Service, the Fish and Wildlife, the Bureau of Land Management and it transitions into "honors our cultures and

tribal communities." A very important part of the role of the Department of the Interior is the work that's done through the Bureau of Indian Affairs and the Bureau of Indian Education. And it finishes out with "and supplies the energy to power our future." That includes groups like the Survey and the Bureau of Energy. So a lot of folks are surprised - it also includes BLM as well. So the Department of the Interior is a lot more than just national parks; it's a lot more than just great scenery like you have in front of you now. So maybe go on to the next slide.

If you were to go to our Department of the Interior website, I would really encourage you to -- one of the things you can go to is our section that's on greening. Here I have it spelled out for you, the actual website. As you see there, we have the President and our Secretary of the Interior.

One of the things I'd like you to know as you think about greening as a whole, I talk to a lot of folks and they'll have thoughts about greening and is there really global warming? Isn't this going to cost us a great deal and such? Well, one of the bestselling points about greening is the fact that it saves us money in the long run. Yes, that compact fluorescent light bulb does cost more than the old standard light bulb that we put in, but it saves us money in the long term and it would also reduce -- if applied a great deal, that compact fluorescent

light bulb can cut down on the amount of power plants that have to be built, keeps power prices down and such. So whether you subscribe to whether there's global warming or not, what I like to remind folks of is in the long term greening saves.

Quite frankly, I've been a bit surprised since becoming involved in greening that greening as far as the federal government is concerned, started back in 1976. That's when one of the first executive orders came forth in regards to greening and starting to get the federal government to think along the lines of how can funds be saved? How can we conserve?

Well, as you look at that screenshot from the Department of the Interior, you'll see over on the left-hand side a column. It starts with greening home and if you went about halfway down, you'll see where it says procurement. I would invite you to click on that when you have your chance. It will give you a great deal of background as to what you can learn. I recognize the fact that as I have you here on the phone, some of you may have really been involved in greening for quite some time and some of you may be just starting out.

Since I don't know what everyone's been involved with and since it is so rapidly changing, what we're going to really discuss here are some really basic points. Please forgive me if you've already been familiar with those points but not knowing who everyone is on board and, again, things are just changing so

fast that often with myself, too, I'm having to go back to those first few steps because those steps are changing.

So, again, there's the DOI webpage and I would really invite you to take a look at the whole DOI website as a whole. If you're trying to do business with the National Park Service, it's nice to know what the National Park Service is involved in, what's important to them. If you're doing business or considering business with the Bureau of Indian Affairs, it's great to know what they're involved in and how you as the small business firm can complement the work that they're attempting to do and how you can be a team member in regards to that.

So as we go on to the next sheet there, it starts off with Executive Order 13514. That was passed under President Obama in October of 2009, so it's been in place about 12-month period of time. The goal of this Executive Order is to establish an integrated strategy towards sustainability in the federal government and to make a reduction of greenhouse gas emissions. Well, this Executive Order basically complements the prior executive order, which some of you may have been familiar with. It was passed under the Bush administration and it is Executive Order 13423.

Well, I just read to you just a piece from the executive order. It talks about sustainability and greenhouse gases. We're not really going to talk about greenhouse gases today.

It's something where there -- that's a new topic. We're really trying to figure it out. Not just here at DOI but throughout the federal government as a whole.

If you read in either business magazines or maybe some other publications, you'll hear a lot about Wal-Mart because they're really looking at the greenhouse gas piece and so goes Wal-Mart, so goes the country and some places. So both Wal-Mart and a number of other firms are really looking at this greenhouse piece. At some point, hopefully, in the next year - possibly two - I'll be able to come back to you and talk to you more about the greenhouse gas piece. But really, we're not really prepared to talk about that at this point in time. If I did, I'd be telling you possibly stuff that might change. So instead of adding confusion to that topic, I think for the time being it's just going to be skipped.

So what do we mean when we're talking about we want to have products that are sustainable? Well, part of that is greening and how do we look at a product, what was the product from, what happens to the product after it's completed its lifecycle, and what effects does that product have on the environment, not only when it's being manufactured but when it's being applied.

A good example of a product like that would've been in the past the coolant or Freon. I can't tell you what the effects are when it was being manufactured, but there were a lot of

concerns about the product as it was being applied. Therefore, we don't have Freon available to us at this point in time but we do have another coolant that's taken its place.

Well, as we go along with Executive Order 13514, what you want to know is what does this mean to you? In fact, if you were to look it up on the internet - I have that link for you at the bottom of the page - you'd find it's about -- I think the last time I took a peek at it is that it's a 14-page long document. That all depends on from what source you're deriving it from as to how many sentences they crammed on each page. So it's about 14 pages.

Well, what matters to you is this, that first item there. That federal government-wide, 95 percent of new contract actions must include green standards. What that means is that 95 percent of our procurements will result in greener procurements. It may be a part of the procurement; it may be the entire procurement. Well, some of the things that are being looked at as being what makes something green are what I have below that.

We have energy-efficient products. An example of that is the Energy Star program. Probably, that's the program that majority of you have heard about. If you bought a fridge for your house, if you bought a new stove, a dishwasher, no matter where you bought it from, there is a big yellow sticker on the front and it talked about how much savings that product makes.



Then probably off to the side somewhere, there's a little blue square and it said on it Energy Star. That's been out there for a long time. But the federal government now, even though we're kind of the ones that came up with that program, we're applying it now as we go out to buy products too. But those are commercially available products and there've been ones that we all have been trying to buy for some time whether we're saving money in our own house or whether we, as the federal government as whole, are looking for a means to conserve funds, that is, the taxpayer's funds as we take advantage of electrical power.

Well, the second one there is water efficiency. Sometimes folks aren't really crazy about that one. I think we can all think back a few years; they came up with the low-flush toilets. Some folks are real thrilled with those and some folks aren't and there have been problems. But that saves us a great deal.

The next one is bio-based products. Those can be things like -- and I'll show you shortly where you can find out about all these particular descriptions that I'm providing to you. But with the bio-based products, in the federal government, we're looking for products that are derived from a natural plant source. I've been kind of surprised by where these things come from.

Let's say, for example, you're looking to cut down a tree in your own backyard. In the past, I took out my chainsaw and I

made sure that the chamber for the oil that lubricates the chain was full and I picked up whatever bottle of oil I had on my shelf and put it in there. Well, now, instead of a petroleum-based product, it's a plant-based product. It does have some petroleum in it as well, but it's looked at as being good from two different sources. One, we're not relying as much on petroleum and, two, as you oil that chainsaw, it's spewing out as you cut down that tree and it's getting into the ground.

A product that is a bio-preferred product is one that can break down and return to the environment without causing environmental damage. We also look at things like hydraulic fluids, cleaners and even things as simple as a ballpoint pen now. There are products that are made from either corn or soy-based products.

The fourth one I have down here is called an environmentally preferable product. That's a very vague description and that description may not be around with us a great deal longer because it is so vague. But an environmentally preferable product could be one that's less damaging to the environment than its predecessor. That's a pretty broad thing.

Let's say, for example, an environmentally preferable product could be - I'm just giving you an example - instead of a paper towel, you could have towels for your home that you wash in the washing machine. It's very vague. Again, that

description may be not around a great deal longer because it has caused confusion.

Well, the fifth one there is non-ozone depleting substances. We already talked about Freon and the fact that Freon was found to be a damaging chemical. That was then turned into R-12 I believe it was. That was found to not be quite as damaging but there were still some downsides to that. Now they've come up with a third version of a product that does cool properly, yet doesn't affect our environment in the same manner. So we looked for that too.

Then we also have down there recycled content. Well, one of the things that the federal government has been doing for quite some time is when we buy paper for our copying machines, we make sure that it is a 30-percent post-consumer content product. That is, when we print something out and we decide not to keep that product, we put it in our recycling bin and then that is collected and sold and comes back to us as a product that has content in it. Then, finally, we'd have one that's also called non- or less-toxic alternatives. That one's also considered very vague and there are some thoughts as to whether or not that's going to stay with us.

Again, at the bottom of this page, you have down what the website is as to where you can take a look at the Executive Order and that may be of help to you. Let's go on to the next.

Now you just kind of got a little bit of background on what we're taking a look at for that. You're thinking, well, you're talking about 95 percent of all procurements. Well, not all 95 percent procurements involve buying an Energy Star appliance or involve bio-preferred. There are a lot of other services and supplies that are being provided to the federal government. We're looking for different ways that we can incorporate things. Sometimes it's very small.

Let's say we had a small business firm that was helping to analyze a certain part of a function in the federal government. Maybe they were writing a report for us on a particular topic. Well, how can you make that green? Well, from our point of view, one of the ways that could be made green-er, not necessarily a green procurement but a greener procurement, is that the contractor would be requested to print their report on 30 percent post-consumer content paper. If you shop at Staples or you shop at Office Depot, they've got all those products there. We would also ask, too, that it probably be printed on a double-sided sheet of paper to cut down. So that's a very minute portion of that overall contract but it is a way of making it a greener contract.

So many products and services that we currently procure are considered green. When the federal government goes out and buys a new, let's say for example, Dell laptop, those computers

already contain greening components in them. They are Energy Star-compliant products. They are products that conserve; they're products that either have a sleep mode or a shutdown mode. So as we look at the 95 percent, I've scared an awful lot of folks here at the Department of the Interior, believe me a lot of our procurement folks, they're going, oh my goodness, how are we going to meet 95 percent? It can't be done. I say, well, you've been involved in doing a great deal and you don't even know it. Number one, yes, 95 is a big goal, but we're not starting at ground zero. There are so many products that are provided to us now by small business firms that are already green products that you may not even think of as already being green because it has become part of our ingrained culture to be a green product.

Well, one of the things you can look forward to as our contracting folks put forth items or services that they wish to procure from the small business community or from the business community as a whole, we're trying to get them away from the aspect of simply inserting a FAR clause. They're not FAR clauses for all the different types of greening processes. Processes that I just went through a few seconds ago like the Energy Star, it has a FAR clause and another one like bio-preferred, it has a FAR clause. Some of them don't.

So what we're requesting of our procurement folks and what you need to put a great deal of thought into, as you see things advertised, is the actual solicitation documents. What we're asking them to do is go beyond simply a contract clause. I know as well as you do that when you got a 15 or maybe even 100 page solicitation document and it's all these FAR clauses, who goes to the time to look them all up?

Well, hopefully, when you rent that car at the airport, hopefully, you read that contract before you sign it. In fact, when I rent a car or it's the government for myself, I always kind of upset the folks behind the counter. They go, well, you sign here. I say, well, I know, I'm taking my time and I'm reading through the document because I want to know what it is I'm signing. So, hopefully, for you too, I would just advise, you know, all those FAR clauses are there. Most times, there's not a problem but when a problem comes up with a contract, those clauses come into play.

So definitely know what you're on the hook for. Look for the FAR clauses that are green clauses, but look more importantly at the statement of work. The statement of work, we're really trying to get our procurement folks to give some thought in conjunction with their program folks. Program folks are the ones that are actually going to get your product or service.

We're really trying to start there with the program folks. That they're asking for things that are greener; they're asking for services that will be of a green benefit to the government. Then it's up to our procurement folks to correctly bring in those green thoughts and attitudes and properly display them in the solicitation document. So we're wanting them to put them into the statement of work. Look for them there. Look for the FAR clauses too.

When it's a larger contract that's going to have evaluation criteria, we're asking them there, too, to include it as part of that. If you've ever been involved in a contract where you are judged on a point scale as to how the contract is going to be or how they're going to make the contract out, it's based upon points, and that's called evaluation criteria. We're asking them to blend in to that as well the portions of greening so that you don't get a contract if you don't put forth greening.

So give those three things thought - FAR clauses, statement of work and, if applicable, the evaluation criteria too. I'd really say, too, that as you respond to these requests, these contractual requests, these solicitations, you directly, as you write up your proposals back that you make it very clear what you're providing that's green and be very specific about it.

One of the things that there's a lot of discussion on right now, in fact, the *Wall Street Journal* had an article back on

October 26th about how the federal government is finding that they're buying many "green" products with claims but they're not really green. So take care, make it very clear. Let's say for example, if you were providing us that 30 percent post-consumer content on a copier paper, say this is 30 percent post-consumer content.

I picked up from somebody just a few weeks back a ream of their copier paper and since I'm the greening guy at the Department of the Interior for procurement, I took a real close look at it. The envelope said all the right things. It said Earth Choice; it was approved by the rainforest group, then a secondary group. But when you looked at the fine print, it wasn't 30 percent post-consumer content.

So for us, too, make sure that the facts are there. It's nice to have it looking good and have a nice wrapper and such, but really what we want to hear are what are the facts? What are the specs? That's really what's going to sell the product or the service. So as you make your claims, state them with facts. Make that very, very clear.

We all want to know, where can we find the opportunities. In fact, one of the topics as you signed up for this was how you were going to find about current contracting opportunities. And we do post on FedBizOpps. That's where we get our things from and that's where we post things. That's what you need to look



for. Look there. Certainly, if you're in a small community and you have a federal group close by, it's always good to keep in contact with that group. And as Mark here talks about and it's so important, the relationships that you build with the various federal entities are so important. Understanding who they are and what they're trying to provide to the taxpayers as a whole is so important, so we advertise as a general rule on FedBizOpps.

It's always good to keep in close contact with those on the ground close to you and understand what's important to them. What's important to the Department of Defense may not be entirely the same thing that's important to the National Park Service. But the bottom line is this - they're looking for getting a good quality product to perform a service for ultimately the taxpayer, and that is who we work for.

So let's take a quick look at a few things here. Here are some [indiscernible] that are very similar to what we just talked about. Give thought to products that you might be able to provide that are recycled content products.

One of the things that I encounter every time I speak to a group and it's always better when I can speak to them face-to-face as opposed to on the phone, but it's great that we have this technology too because one of the things about greening is

cutting down on travel costs, so it's great that we can all join like this.

But what always shocks me when I'm speaking face-to-face is all the great ideas that are coming up. The federal government may pass this law and that law but it's really the small business communities that are coming up with phenomenal ideas and concepts. As we try to institute things, we may not even know exactly what we want because from our point of view, it may not have been developed yet. But when we meet with small business firms, it's just always shocking all the great things they have come up with. So really put on your thinking caps in regards to greening.

They talk about some areas of the business world that are mature. That is, they've really grown through their growth stages and that's not the way with greening. I mean it is growing. There's so much more to do; there's so much more growth that's going to be taking place. The people that are coming up with all of these great ideas tend to be at small firms or firms that are really involved in greening. So the next great idea may be in your own hands. Give that some thought.

So here, again, we have the sheet, recycled content products. Look at the tables carefully. As I was just saying, a lot of things say something but they're really something else.

Bio-based products, again, we were talking about that in regards to lubricants, hydraulic fluids. A lot of wonderful things, energy and water efficient products, the list goes on and on. Since it's basically a repeat of what we talked about just a few seconds ago, I'm going to skip on to the next page.

What you want to know is with all these things I just talked about on the previous page and even before that in regards to the executive order, where can I find out about it? That's always a problem with the federal government as a whole. This is no different example or no different circumstance. I wish there was one place I could send you to find everything. Every time one of those sites is created, virtually, the second that's put in place is out of date because there are different groups that are in-charge of different parts of this.

One of the great groups that I love to work through to promote, to get folks involved is the EPA Comprehensive Procurement Guidelines website. With all these things, I could give you website after website; hopefully, it would still be the correct website, oh, six months from now. But, again, things are so rapidly changing. I won't promote any one site but I tell you every time I type something into Google, I normally get exactly what I want. So type these things in, the Comprehensive Procurement Guidelines at EPA. What's great about it is it will

tell you what products are considered green and what the actual percentages of those products are.

Once again, if you're not into products and you're into services and you're putting forth that service and let's say the solicitation doesn't say a thing about greening, promote the fact that for your particular service, you're going to have it on 30 percent or even 100 percent. They've got 100 post-consumer content copier paper and it doesn't jam. It works great. By promoting those things, because for those of us on the federal government side we're trying to score our points, too, to say that we've done green procurements.

So if we've forgotten to put things into our documents promoting greening, if you were the one, if you were the small business firm that said, you know, we're going to put this thing on 100 percent post-consumer content and we're going to do a double-side copy of that report, that's going to score great. And I would hope, it wouldn't add anything extra to your costs. It really shouldn't. Always be careful in regards to that because this is based on, of course, the best value to the government as a whole. But by promoting the fact that something is green and making a big deal out of it, that's going to do well for you.

So as you think about where you can learn about greening, we just talked about the EPA Comprehensive Procurement

Guidelines, the list of products and it tells you what the percentage of that product is that needs to be for it to be "green." We talked about the bio-preferred program. Well, the EPA does their thing for the Comprehensive Procurement Guidelines but it's the Department of Agriculture that does the bio-preferred program. It's not all done by one group. So you can find out a great deal there about various products. Let's say for example, you were going to provide a product or service, look and see how the bio-preferred programs may play into that.

The Department of Energy does the EPA Energy Star which, again, related back to products like, oh goodness, if you had to have a new fridge, a new computer, a number of different products, they're branded as Energy Star products. You can find out more about that at the Department of Energy website.

The fourth one down is the EPA WaterSense process. You can learn about that there.

Finally, GSA Advantage, some of you may be on GSA schedules; some of you may not. You can certainly learn a great deal about the GSA process, the advantage that they're trying to do. A number of GSA schedule contracts, I was surprised by this, aren't green. That's one of the things that they're trying to tackle right now. So if you're contemplating or trying to get on GSA schedule or such, be thinking about green because if you try to get on that schedule and you're the one

taking it from the green point of view, that may be good. So, again, learn what you can about this. You may find out you're the one that knows more about it than the contracting officer that you're trying to deal with. But those are great sources to go to.

Finally, why is green important? Well, we started out with that picture of that national park. For some you that may be a familiar shot, that's the valley in Yosemite National Park that's in California. Green is important. It's important to the Department of the Interior. A lot of people don't think of the Department of the Interior when they're thinking about what agency they have the most contact with, not to bring up a sore subject but the agency we all have contact with is the Internal Revenue Service. So as we think of a second group that we could have contact with, that's the Department of the Interior.

One of the groups that many of us have contact with is the National Park Service. The Park Service really looks at itself as a group that can educate many folks who don't have the opportunity to live in a national park environment on why the things that we do impact national parks, why they're important to us as a whole. So we take this very seriously, not only does it save energy but it also keeps things cleaner. So we, as the Department of the Interior, look at greening as a very important piece. It's great for protecting, it's great for conserving,

and it helps us to preserve what we have here at the Department of the Interior, specifically National Park, Fish and Wildlife, the Bureau of Land Management. It helps us to protect things not only for us but for our children and our children's children. That's why it's important to us.

So as Mark would say, if he was on the phone right now, he'd say, you got to understand who your client is. That's who the Department of the Interior is and that's why greening is really important to us. I wish there was an opportunity where we could interact on the phone back and forth but there's not, so I really do encourage you. If you have questions and thoughts, please contact us. I'd love to talk to you. I can't say that I'll have answers for all the questions but we certainly will try.

As I've made I hope clear, this is an ever changing process. Greening is something that has been in place since 1976 and it is changing constantly everyday. The great ideas that really are bringing about this change come from small business firms like you. So keep in touch, please ask questions. If you see something on FedBizOpps, make a point, contact the CO, ask the questions. It doesn't hurt and it gets the thought process for the contracting officer to go and we'll be a lot better off for it. So please, thank you so much for taking part in this. Mark, I turn it back over to you.

Mark Oliver: Brian, thanks a million for everything. I'm here and I was a part of the -- witnessing his presentation and I thought that he gave a lot of information for small businesses to go greener within the Department of the Interior.

One of the things that we stress here at the Department of the Interior, we endorse opportunities for small businesses in reference to contracting opportunities. The U.S. Department of the Interior contracts approximately 50 to 55 percent of all contracts with small businesses. Our goal today is definitely to reach and surpass that past accomplishments.

For more information about the Small Business Program, you can always go to our website. That website is [www.doi.gov/osdbu](http://www.doi.gov/osdbu). Again, our telephone number here at the Department of the Interior Small Business Program is 1-877-375-9927.

If you're looking at you monitor at this present time, we do have a sample of our website for you available. On the left-hand side, you'll see our menu items. Highlighted in yellow is our forecast of opportunities for FY 2010, 2011 and 2012. This is made available to you on/or before October 1st of each year.

We encourage you to build a relationship with our program managers, build a relationship with our small business specialists, which is also located on our website. We have provided you a transmittal letter, draft print of the letter on



our website and also a sample worksheet for you to use in reference to your capability statement.

With that, I would like to extend an invitation to you to call the office, to also reach out to Brian. You have his email address from a previous stream. We're always here to assist you across the board.

Please pay attention to our next webinar which will be in two weeks and then also our boot camp for women-owned business which will be January 21st, 2011 here in Washington D.C. Stay tuned. We have more information for you as you proceed to build a relationship with the Department of the Interior. With that, I would like to thank you for this opportunity. Brian, thanks a million for everything. You did an outstanding job as usual. I'm going to say goodbye to everyone. Have a good one, bye.

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